2.0 WEST FOREST STREET CORRIDOR DESIGN GUIDELINES

2.0 WEST FOREST STREET CORRIDOR DESIGN GUIDELINES

2.1 URBAN DESIGN

2.1.1 Urban Design: Function and Character

The vision for the West Forest Street corridor is drawn from the ideas of the community members and leaders themselves. During the charrette, attendees were asked to brainstorm what a future neighborhood might look like. The overall concept relates to active, moderately-dense villages that are both timeless and traditional in character, interpreting architectural themes and building massing from existing precedents in the Brigham City area. Additionally, the urban design of the West Forest Street districts must be forward looking in appearance and execution - an attractive and community-oriented place for generations to come.

Ray Oldenburg, in his book The Great Good Place, describes what makes up great gathering places that serve as the heartbeat of a community. Designated as the "third place" (other than home and work)—bookstores, cafes, hair salons, post offices, etc., all serve as "hangout" in a community where social interaction and innovation occur. The West Forest Street Corridor will strive to be a collection of those "great good places."

The three districts included in the West Forest Street Corridor (auto-oriented retail, crossroads, and transit-oriented neighborhood) are envisioned as active throughout the day—not just between 9 a.m. and 5 p.m.

Please see Section 3.0 Districts for a further discussion of the individual character for each distinct place.

The West Forest Street urban trail will connect downtown with the Migratory Bird Refuge.

Courtyards create special areas along the streetscape to gather and interact with the community.

2.0 WEST FOREST STREET CORRIDOR DESIGN GUIDELINES

2.1 URBAN DESIGN

INTENT

To ensure that all components of new developments are oriented to each other and other developments such that a cohesive functional and aesthetic pattern is created while allowing for variation.

STANDARDS

Building Location and Orientation

- Buildings shall be placed at the back of the sidewalk (or street ROW) parallel to the street, except when creating a public courtyard. Hotels shall be placed at the street ROW

Massing and Height

- To accommodate the intensity of desired uses for this district, building heights shall be permitted up to three (3) stories without review and up to six (6) stories upon city review and approval.
- The articulation of mass shall indicate a base, roof line, and entrance way from the street perspective.
- Mass and articulation of mass shall be in accord with neighboring buildings and developments.

Street Corner Building Treatment

- Minimum height shall be 35'.

GUIDELINES

- Siting buildings to take advantage of views to the Wasatch mountains is encouraged.
- Active ground-floor uses should be located on streets wherever possible.
- The "back" or service areas of the building should not be visible from public streets. This can be achieved by shared service alleys or by architectural and/or landscape screening of service areas.

- Large building volumes should be broken into a number of smaller components both vertically and horizontally to decrease the apparent mass and volume, reducing its visual impact by:
    - creating building insets or projections;
    - stepping back upper floors and varying the height of the roofline;
    - varying material and color use.
- The built portion of the development must extend to either side of the site where neighboring developments do the same.

- Consider using the treatment at corners as an opportunity for distinctive entrances and/or signage.
- Landmark or iconic buildings should be considered for significant street corner addresses.

STANDARDS, *continued*

Entrance Locations

- Functional entrances shall be located at sidewalks.
- Special paving treatment consisting of any combination of brick, stone, or tile shall be installed in the area between storefront entrances and the back of sidewalk.
- Walkways, paving, and materials shall direct users to entrances.
- Ground-floor tenants shall orient entrances to the external environment rather than internal hallways.
- Main entrances shall orient toward public streets.

GUIDELINES, *continued*

2.0 WEST FOREST STREET CORRIDOR DESIGN GUIDELINES

2.1 URBAN DESIGN

CHARACTER IMAGERY

Special paving and pedestrian amenities create an inviting urban environment.

Street-front cafes and continuous overhead cover activate street life.

Dense and compact development establishes the opportunity for a well-defined public realm.

Entrances and display windows lining multiple architectural façades activate the pedestrian experience.

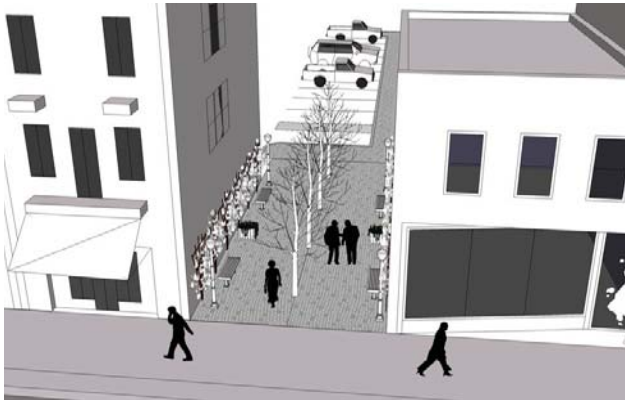
Primary buildings are focused at the street intersection.

Multiple modes of transportation are accommodated.

2.2.1 Circulation and Access: Function and Character

The intent of the circulation and access patterns in the West Forest Street districts is to provide a range of convenient, comfortable, and attractive choices for access to and circulation within the area.

Visitors to the West Forest Street districts should be given choices in order to give them the ability to circulate in a safe, pedestrian-scaled environment. Environments that give choices offer greater appeal than sites that do not.



Pedestrian circulation routes between parking areas and retail streets can become active and beautiful spaces.

2.2.2 Pedestrian Circulation

Pedestrians are a key component of an active street life for the West Forest Street corridor. The ability to circulate within a space without the need for a car allows social interaction and exercise. Several elements to consider in the pedestrian realm include:

- Universal Access. Pedestrians should be able to access the West Forest Street districts while being separated or protected from automobile traffic.
- Neighborhood Sidewalks. All streets should provide sidewalk access in front of commercial, residential and civic uses.
- Mid-block Connections. Spaces between buildings serve to connect interior parking areas to active streetscape areas. These spaces also contain amenities such as benches, planters, and other way-finding signage that supports the character of the district and reinforces civic pride.

2.2.3 Roadway Circulation

The street system in the West Forest Street Corridor is based on the traditional grid system of Utah communities. A limited number of curb cuts should be provided in order to minimize pedestrian-auto conflict. Parking should also be accessed off side streets and not from West Forest Street itself. Sample cross sections of street typologies can be found in Section 3.0 (Neighborhoods). Bike trails and lanes are defined in the City's trails master plan.

2.0 WEST FOREST STREET CORRIDOR DESIGN GUIDELINES

2.2 CIRCULATION AND ACCESS

INTENT

To establish a practical, interconnected system of streets and walkways that allow easy orientation and access.

To provide clear entry points to the site for pedestrians and cars.

STANDARDS

Pedestrian Circulation and Access

- Pedestrian access alleys between street and parking in the rear shall maintain a minimum width of eight (8) feet and maximum of 20'.
- Pedestrian crossing and access points shall be designated with clear signage.
- ADA access requirements shall be considered early on in the design process for all new developments and street improvements to complement the project.
- Sidewalks adjacent to buildings placed at the street ROW line shall have a minimum width of 12'.
- Sidewalks with outdoor dining establishments shall have a minimum width of 16'-18' minimum.

Roadway Circulation and Access

- Curb cuts and access drives shall be shared between projects in order to minimize the number of points that conflict with pedestrian movement. There shall be no more than two (2) curb cuts per block face.
- Curb cuts shall be aligned across the street.
- Driveways shall be perpendicular to the street.
- The distance from an intersection to a curb cut or driveway shall comply with Brigham City standards.
- Side streets shall accommodate on-street parking.
- West Forest Street shall include on-street bike lanes.
- Driveway or access lanes crossing a sidewalk shall be no wider than the minimum width required per entry or exit lane.

GUIDELINES

- Pedestrian "rest pads" located in the street median should be installed at mid-block crosswalks where appropriate.
- Landscaping, street furniture, and special paving should be used for pedestrian access areas between buildings.
- Styles of handrails and other pedestrian aids should complement the architecture.

2.3.1 Function and Character: Parking and Service

Parking areas are necessary components in functioning commercial and residential areas; however, these areas are often disorganized and unsightly. Make these areas as inconspicuous as possible. Consideration of visual impact in the design and placement utilities is just as important as functional efficiency.

Currently, parking is provided in surface parking lots. Shared parking could also be considered as a parking management strategy as the West Forest Street area develops. This could minimize the overall amount of parking that would need to be provided.

2.3.1 Service and Deliveries

Delivery vehicles in the public right-of-way can disrupt pedestrian and automobile activities. They take up parking spaces and block entrances, create unsafe driving and walking conditions, litter the streets, and contribute noise. Limiting delivery locations and delivery time frames within the public right-of-way encourages large semi-trailers to utilize specified internal loading areas.

Temporary snow storage sites are a necessary part of mountain towns. These sites must not impede circulation nor disrupt the visitor experience after major snow events. Snow removal should comply with Brigham City Ordinance 24.01.020.

Large areas of parking can incorporate trees and other areas of landscape to break up impervious surfaces and create areas of shade.

A visual clear zone shall be maintained between parking lots and adjacent walkways for safety.

2.3 PARKING AND SERVICE

INTENT

To create pleasant and convenient parking and walking experiences for visitors to the area.

To minimize the Urban Heat Island Effect through the use of strategic pockets of shade, increasing the comfort for pedestrians and reducing the heat gain in parked cars.

To create a "park once" environment and opportunities for shared parking.

STANDARDS

- Parking shade structures and drive through covers shall be constructed of quality, durable materials and complement adjacent architectural styles
- Landscape islands shall be utilized to break up expansive parking fields at a minimum of one island for every 12 parking spaces.
- Landscape islands shall be constructed with a base width minimum of six (6) feet.
- In the event that parking fields are located on any street frontage, a minimum 10' landscape buffer shall separate parking spaces from the sidewalk.
- Parking stalls shall have the following minimum dimensions:
    - Stall width: 9'
    - Stall length: 18'
    - Backup / drive lane: 24'
- Car- and van-accessible parking shall be included per ADA standards.
- Utilities shall be screened or hidden from view to contribute to the visual appeal of the streets and public spaces.
- Adequate loading and maneuvering space shall be provided for delivery trucks and other service vehicles.
- Materials used to screen service areas must be compatible with and complementary to the materials used in the adjacent building.
- Screening materials shall not compromise visibility or safety for pedestrians.
- Provide delivery drop-off areas at the rear of buildings.
- Parking shall be located behind buildings to the extent possible.
- A visual clear zone between 30" and 72" from ground level shall be maintained within the landscaping for parking fields. (see diagram)

GUIDELINES

- On-street parking should be located on streets and serve as a buffer between moving traffic and the pedestrian environment.
- Porous pavement should be considered for large parking areas.
- Space for winter snow storage should be included in parking lot design.
- Screening utilities with grading, walls, or fences consistent with the adjacent building's materials, color, and thoughtful detailing is encouraged.
- Parking lot landscape materials should complement and be compatible with streetscape plantings and other landscape areas.
- Consider shared parking alternatives and other parking demand management strategies to minimize the overall amount of parking required.
- Premium parking spaces for high-occupancy vehicles (carpool) or hybrid cars should be considered.
- Service, recycling, and delivery areas should be buffered from primary public access points. Buffering may be accomplished with berms, landscape material, walls, or other architectural screening. Walls and solid fences should be supplemented with landscape materials.

Landscape provides an attractive buffer between parking lots and sidewalks.

Continuous plantings help screen parked automobiles from surrounding streets.

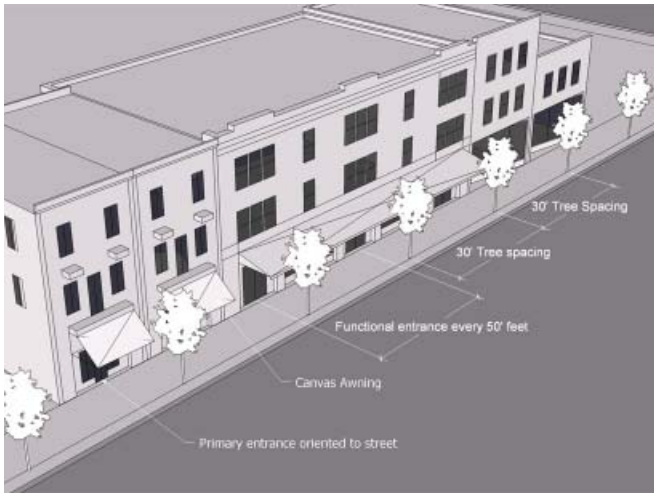
End islands planted with trees and native perennials and shrubs break up asphalt areas and contribute to the overall landscape scheme.

2.4.1 Architecture: Function and Character

The central guiding principle for design development of the West Forest Street Corridor is to preserve the existing small-town community character and its connection to nature and its open landscape, while allowing developers and designers the freedom to explore new ideas, forms, and materials. It is the intent of the Design Guidelines that the designers and developers take time to understand the patterns inherent in the existing architectural character of Brigham City and the region.

2.4.2 Architectural Patterns

An architectural pattern is any unique organization of elements that can be repeated. For instance, a pattern could be how close a building is to the street or to the adjacent building, the way that window and door openings are organized in the façade of a building, the predominant slope and shapes of roofs in a neighborhood, or what type of materials are present and how they are used. The totality of all the patterns in an area describe and determine its architectural character.



Street frontage architecture exhibits horizontal and vertical variation with entrances and amenities oriented toward the street.

An existing building on West Forest Street supports architectural interest and appropriate scale.

2.4 ARCHITECTURE:

INTENT

To ensure that all components of the development relate to each other and other developments to create a cohesive functional and aesthetic pattern.

STANDARDS

Façades

- Façade design is not limited to any particular style or material, but shall relate to regional context and/or existing regional architectural styles.
- Main building entries shall be accented with strong three-dimensional architectural definition.
- All façades of the building that abut parking and pedestrian pathways must provide a transitional zone using projecting elements and walking surface treatments.
- Windows shall be used as architectural elements that add relief to the façade and wall surface.
- Transparent windows shall be used for active ground floor uses.

GUIDELINES

- Ornamentation should be used to accent the underlying structure of a building. Superficially applied ornament is discouraged.
- Building façades should be varied and articulated to add visual variety, distinctiveness, and human scale. Elements that are recommended to articulate a building's façade include:
    - design details for the top of a building, including cornice lines, parapets, eaves, brackets, fenestration, and other detailing;
    - design details for the body or middle of the building, including windows, awnings, trellises, canopies, pilasters, columns, decorative lighting, alcoves, balconies, and window boxes;
    - design details for the base of the building, including recessed entry areas, covered outdoor areas, alcoves, and wainscoting of a contrasting material or color.

  All or some of these elements are not necessary if the design can be shown to relate to the human scale, be visually harmonious within its context, and provide articulation of detail and variety.

Roof Form

- The roof shape shall reflect the configuration of the building's mass and volume and shall be consistent in its character from all vantage points.

- Projecting roof elements such as horizontal bands, cornices, eaves, and overhangs should be proportionate to building mass. Eaves should be deep enough to create shadows on the façade.

STANDARDS, *continued*

Building Entrances

- Doors and window openings shall be architecturally articulated through the following means:
    - shaped frames and sills, detailed with architectural elements such as projecting sills, molded surrounds or lintels should be used to enhance openings and add additional relief. Window frames should be substantial, not flush against the walls.
    - plaster reveals and wainscoting shall be used to create the appearance of deep-set doors and windows.
- Awning materials shall consist of canvas or other similar fabric or be otherwise integrated with the building's architectural materials. Aluminum is not allowed.

GUIDELINES, *continued*

- External shade devices are highly recommended to control heat and increase energy efficiency. These devices should be treated as extensions of the architecture.
- All windows within a building and across a façade shall be related in design, operating type, proportions, and trim.

Materials and Color

- An appropriate palette of color and material shall be used. The color palette should provide enough color to create interest and little enough to avoid over-stimulation. Materials and color palettes shall be appropriate and responsive to the existing or intended architectural character.
- Materials and exterior building colors shall be harmonious with adjacent buildings.
- Consistent architectural materials shall be used throughout the site in addition to the main mass of the building, including hardscape, streetscape, and landscape.
- As a material, glazing is subject to all guidelines that other materials are subject to, including contextual compatibility.

- Color and materials should always take into account existing and neighboring developments, especially if developments abut each other.
- Avoid particularly bright or overbearing color. Primary colors and other bright colors can be used as accents to enliven the architecture but should be used sparingly. Use colors to enhance visual interest.
- The West Forest Street corridor serves as an introductory access point to remote travelers. Because of this, effort should be made to use distinctly local materials.

STANDARDS, *continued*

- Clear glass is recommended. Reflective, deeply tinted glass and glass tinted a non-neutral color is prohibited.
- Required materials include cut stone, brick, metric masonry (usually excluding CMUs), wood, dimensioned lumber, rough-cut timber, wood shingles, wood laminates, high quality (usually ferrous) finished metals, tiles, and ceramic materials.

GUIDELINES, *continued*

- Discouraged materials include vinyl, plastics, composite materials, simulated materials, and CMUs.
- Any façade which expresses the raw color of concrete block should do so sparingly. Avoid expressing this as the main material.

CHARACTER IMAGERY

Façade treatment and site construction accentuate the primary streetfront entrance of the building.

Thoughtful use of building materials and roof form complement regional character.

Vertical variation is brought about through fenestration and building-corner concentration.

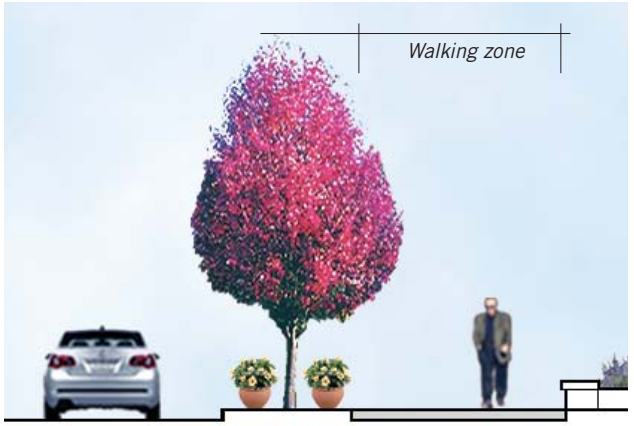
2.5.1 Streetscapes and Public Spaces: Function and Character

Trees are a signature element for Brigham City's traditions and sense of place and will continue to serve in that capacity in the West Forest Street districts. The streetscapes in the West Forest Street districts will also benefit from the thoughtful mix of residential, retail, office, and employment opportunities within a walkable framework.

Amenities including street trees, furnishings, and active spaces will unify the public rights-of-way with a character unique to these new neighborhoods. Furnishings add variety and identity to the streetscape, and trees provide comfort for pedestrians and serve as a buffer from automobile traffic. Trees will also mitigate the Heat Island Effect typical of urban areas.

Plazas and other public spaces are active and vibrant places in the community. They are flexible to accommodate formal and informal events as well as large- and small-scale uses. These urban open spaces provide transitions between public uses like pedestrian corridors, vehicular corridors, ground-floor building uses, plazas, and adjacent neighborhoods.

High quality benches with plantings in the street amenity zone adjacent to the curb create a safe and attractive area near building fronts.



A clear walking zone of 10' should be maintained on streetscapes for easy circulation.

INTENT

To provide spaces for community interaction and create variety and interest in the streetscape.

To provide organizing features for groups of buildings.

To provide shade and comfort for pedestrians as well as establish a buffer from automobile traffic.

To unify and give spatial definition to streets and rhythm to sidewalks.

STANDARDS

Street Trees and Landscape

- All trees shall be a minimum of two and one half (2.5) inch caliper at the time of installation.
- Street trees shall be spaced 30' to 35' on center.
- The same species of tree shall be installed along both sides of any street and placed at a consistent distance from the curb (minimum of four (4) feet).
- Deciduous trees shall be used in public spaces to provide shade in the summer and allow the sun to filter through in the winter.
- Street trees installed in areas of hardscape shall be in tree grates or at-grade planters no less than 16 square feet in size.
- Street trees, along with furnishings and other amenities, shall not block the pedestrian clear zone. The minimum width of the pedestrian clear zone is 10'.
- Plants with similar water requirements shall be planted together to efficiently use irrigation and keep plants healthy. Irrigation shall exhibit conservation practices.
- Use of lawn shall be limited; lawn is not permitted when in an area less than 25 square feet.
- Landscape materials adjacent to pedestrian walkways shall maintain a 90% visual clear zone between 30" and seven (7) feet above grade to maintain a safe environment.
- Mulch shall be used in planting beds to maintain moisture and give a uniform appearance to the streetscape.
- Landscaped areas shall exhibit the following coverage:
    - Lawn: 40% maximum coverage
      Note: lawn is prohibited in areas less than 25 square feet or less than five feet wide.
    - Shrubs: 10% minimum coverage
    - Groundcover/ Perennials 30% minimum coverage

GUIDELINES

- Small planters with seasonal plant materials are recommended for framing storefront entrances and other gateway locations.
- Continuous tree pits should be considered to improve the health of trees in urban conditions.
- Colorful plantings are encouraged.
- Layered plantings with a hierarchy of groundcover, understory, and canopy are encouraged.
- The use of native, hardy, and/or drought-tolerant plant materials is encouraged.
- Soils should be tested for horticultural stability and amended as necessary to create conditions conducive to plant health and vigor.
- Plants should be chosen that are both xeric and reflective of local plant communities.
- A variety of plant materials should be used to contribute to a vibrant streetscape and create a special character for the neighborhood.
- Plant materials should be chosen in order to create year-round interest.
- Integrate indoor and outdoor spaces through the use of plant materials and paving to contribute to the overall experience of the user.
- Consider the use of plant materials and placement to increase thermal comfort for those living and working in the West Forest Street neighborhoods:
    - deciduous trees should be placed on the south and west sides of buildings to minimize heat gain in summer yet allow for sunlight penetration in winter;
    - trees can provide shade for air conditioning units, increasing efficiency.

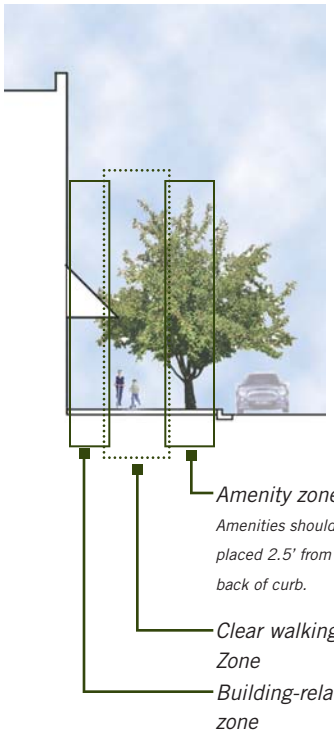
STANDARDS, *continued*

Hardscape

- Specialty paving treatments shall be used to accent areas at crosswalks, primary pedestrian corridors, plazas, courtyards, and other key pedestrian zones.
- Use high-quality paving materials to provide a durable and attractive streetscape.

GUIDELINES, *continued*

- In areas where soils are appropriate, pervious paving should be strongly considered in new construction as a means for groundwater recharge and stormwater management.
- Where utility lines are buried beneath pedestrian corridors, paving material type should permit easy access, quick repair, and reuse.
- A paving band should be incorporated where paving materials run along a building face. The paving band serves to make the streetscape feel more cohesive, despite any variation in the architectural façade.



Amenities and Site Furnishings

- Use high-quality, durable site furnishings that reflect the character of architecture and neighborhood context.
- Street lights and other amenities shall be clustered and placed 2.5' from the back of curb.
- Litter receptacles ash urns shall be placed near key activity nodes and a minimum of six (6) feet from benches or seating areas. Provide 20-32 gallon receptacles with plastic liners.
- Newspaper vending machines shall be placed in a manner consistent with the streetscape and clustered with other pedestrian amenities to reduce visual clutter.
- Informational kiosks shall complement the character of streetscapes
- Bike racks shall be installed on paved surfaces. Provide minimum clearance of 15' between building and rack.
- Sight triangles shall be protected at intersections and driveways.
- Street furnishings shall not block the view of retail windows.
- Street furnishings shall be oriented as not to impede the direction of pedestrian movement and circulation.
- Street light fixtures shall meet Brigham City approved standards.

- The color palette for site furnishings should complement that of the sidewalk and plaza paving materials.
- The style of furnishings should be compatible with the street lighting standards.
- High-quality benches with backs should not exceed eight (8) feet in length.
- Movable chairs and tables for sidewalk cafes are encouraged in public open spaces and plazas.
- Recycling receptacles should be considered and placed adjacent to litter receptacles.

STANDARDS, *continued*

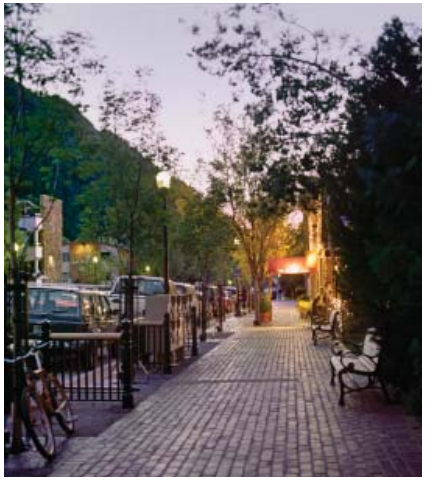
Public Art

- All public art must be reviewed and approved.
- Public art shall relate to its regional context and express the values of the community.

GUIDELINES, *continued*

- There are a number of methods to incorporate art in the West Forest Street district. These include, but are not limited to, patterns in the pavement, creative play structures, sculpture, public space to accommodate art festivals, and fountains.
- It is recommended that civic art provide visual value during all seasons, weather, and light conditions.
- Community involvement should be part of the public art process when possible.

CHARACTER IMAGERY



Landscaping, street furnishings, special paving, and tasteful lighting all add to a unique pedestrian experience.

Pedestrian bollards provide safety and enhance the walkability of the site.

Street furniture is functional, consistent in material, and open to the public.

Public spaces are centrally located and integrated into the streetscape design.

A band of paving at a building face creates a more cohesive streetscape despite variation in architectural façade.

Extensive landscaping and on-street parking provide a buffer to traffic while activating the public realm.

Demarcation of public and private space is signified by terraced entrances and layered landscaping.

2.6.1 Signage: Function and Character

Signage adds visual character and aesthetic appeal to areas while informing drivers and pedestrians of what exists within a specific area. The West Forest Street corridor signage should be of a high quality, and complement the regional architecture. Uncontrolled signage programs can create visual clutter and fail in their goal of effective communication to visitors in the area. The ultimate goal is to have a consistent signage program that tastefully inform, delight, and stimulate the shopper, employee, or resident while fitting in seamlessly within the context of the environment.

Due to the variety of architectural treatments within the West Forest Street districts, each building-front sign should be carefully considered in relationship to it's particular location. Proposed signs should be evaluated on its originality and compatibility with neighboring signs and its overall image within the West Forest Street corridor.

2.6.2 Lighting: Function and Character

Lighting reinforces the identity and character of a project through form, materiality of fixtures, visual light quality, and placement. Outdoor lighting is necessary in an urban setting for way finding, safety, aesthetics, highlighting, shopfront display, and extended out-door use; however, over lighting or inefficient lighting can have undesirable effects on the visibility and clarity of the night sky and be visually unappealing to residents.

For these reasons, carefully designed lighting solutions are critical. Careful design can reduce infrastructure costs and energy use when compared to common-practice solutions.

Lighting in public spaces functions to provide safety and create a memorable ambiance. The desired function should be determined for each district in order to provide the appropriate lighting level. Over-lighting results in a high contrast between areas of light and dark, making any adjoining unlit areas seem even darker. The project landscape architect and lighting designer should refer to the Illuminating Engineering Society of North America (IESNA) for recommended light levels.

2.6 SIGNAGE AND LIGHTING

INTENT

To provide a clear identification of businesses and buildings.

To add visual interest, aid in way finding, and enhance the character of the site.

To use quality signs and durable materials that are appropriate for the climate and urban setting.

To reduce light pollution, glare, and energy waste in order to protect the northern Utah night sky.

To employ proper lighting methods that will establish both safety and ambiance.

STANDARDS

Signage

- Free-standing monument signs shall be limited to six (6) feet in height. Special exceptions may be granted by Brigham City officials.
- Mixed-use buildings shall provide locations on the commercial areas of the building façade that are specifically designed to accommodate changeable tenant signage, including wall signs, projecting signs, and window signs.
- Illuminated signage shall be oriented to the public right of way and avoid facing residential uses wherever possible.
- Illuminated signs or light sources shall be directed or shielded to reduce light trespass and glare.
- Small-scale signs projecting from the building face, perpendicular to the public right of way, shall be considered appropriate in any pedestrian-oriented area.
- Monument signs shall be constructed of brick, stone, concrete, or other similar classical materials. Stucco and aluminum signs are prohibited.
- Window signs shall not be placed in a manner that obscures primary views into and out of the storefront.
- Exposed conduit shall not be permitted.

Lighting

- All applicable night-sky ordinances shall be adhered to.
- Covered light fixtures shall be used to prevent light pollution into the night sky.

GUIDELINES

Signage

- Signs should creatively use two and three-dimensional form, profile, and iconographic representation in expressing the character of the use, the identity of the development, the character of the neighborhood, and the architecture of the building.
- Signs should fit within the architectural features of the façade and complement the building's architecture.
- Signs should not overlap or conceal architectural elements.
- Indirect and external light sources are the preferred option when lighting is required.
- Material selection and detailing in storefront areas should accommodate installation of signage types appropriate to a mixed-use context.
- For signs identifying hours of operation, menus, newspaper reviews and other customer information, it is recommended that these be framed, board-mounted or plastic laminated for a finished appearance.
- Signs should be organized on buildings and in the public realm to avoid visually cluttering the streetscape.
- Signage between neighborhoods should be complementary.

Lighting

- Site lighting should utilize a hierarchy of fixtures to help organize the site.
- Lighting should be located to support the anticipated use and should not exceed the amount of light actually required by users.
- Solar power, photovoltaic cells, and/or motion detectors should be used to conserve energy.

STANDARDS, *continued*

- Light rays shall be shielded and filtered to prevent light from emitting above the horizontal plane.
- Exterior lighting shall be designed as an integral part of the building.
- Blinking, flashing, or otherwise changing lights shall not be permitted.
- Lighting shall occur at all intersections and hazard areas along pedestrian pathways.
- Electrical outlets should be provided throughout the property landscape that can accommodate temporary specialty lighting such as holiday lights.
- Nighttime lighting of signs or advertisements that front the highway is reasonable as long as the lighting does not interfere with the safety of motorists and is considerate of the night sky.
- Blinking, flashing, or otherwise changing lights shall not be permitted.
- Mercury vapor utility lights or other light fixtures with high-intensity discharge lamps or bulbs that are not designed to limit or control the light direction or do not shield the light source from neighboring properties and streets, shall not be permitted.

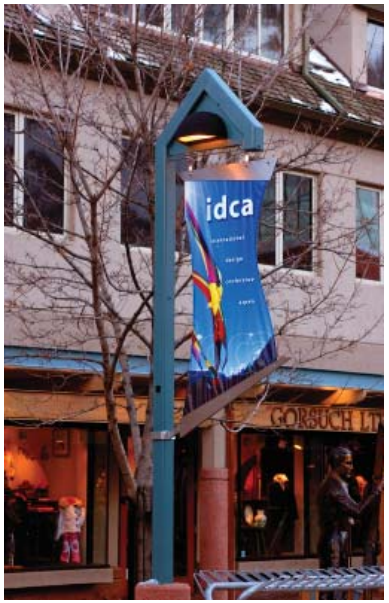
GUIDELINES, *continued*

- Project landscape architects and lighting engineers should determine the locations, lighting fixtures, supports, reflectors, or other devices. Photometric data should also be provided to ensure proper lighting levels and angle of cutoff for light emissions.
- Light fixtures and poles in landscape areas should be compatible with and complementary to the architectural or landscape scheme of property adjacent to the public streetscape. They should be pedestrian-scaled and contribute to the overall ambiance or character of the property.
- Lighting should be directed onto vegetation or prominent site features.
- Solar power and photovoltaic cells can be used to conserve energy.
- Discreet and contained uplighting or downlighting of vegetation should be considered in prominent landscape locations at entrances and around the property perimeter to create a sophisticated, elegant evening ambiance for the property.

Signage and lighting can be used together to create a signature experience.

Awnings, street lights, and building-mounted lights create a consistent appearance along the streetscape.

A signage program is important for way finding within the neighborhood.



Contemporary light fixtures and signage are compatible with new development.

Commercial signage can be integrated with architectural components.

2.5.1 Special Events

Seasonal activities and special events are important in activating and creating a multi-seasonal destination, attracting visitors, and establishing a sense of place and character through the expression of cultural attributes and values of the community.

INTENT

To activate public spaces with special events to present an environment that changes with the seasons.

STANDARDS

- Seasonal retail activities, such as pumpkin or Christmas tree sales, shall not exceed 30 days in length for each type of activity. Temporary signage, lighting, and structures shall be removed promptly at the end of the event.
- All tables, displays, and other items in the public right of way shall be removed at the end of each business day.
- An event may occupy part of the sidewalk, immediately adjacent to the frontage of a business. Approval is required to extend beyond the frontage of the business with which it is directly affiliated.
- Sidewalk events are only permitted where the sidewalk is wide enough to adequately accommodate both the event and pedestrian traffic. The 10' pedestrian clear zone shall be maintained at all times.

GUIDELINES

CHARACTER IMAGERY

Outdoor festivals on city streets reflect local traditions and bring the community together.

Special events create a unique atmosphere and allow the community to feature local talent.

Evening concerts extend the active life of the streetscapes and public plazas.

2.7.1 Function and Character

Water is precious in the West. These design guidelines should direct the appropriate treatment of water in urban environments. The stormwater management approach should function to improve water quality and reduce the quantity of runoff from impervious areas.

The use of potable water to clean sidewalks, parking areas, plazas, and other hard surfaces should be minimized. Water is acceptable to clean such surfaces only in the event of sanitation hazards in the interest of public health and safety. Plazas, in general, should be swept clean.

2.7.2 Green Infrastructure and Sustainability

Green infrastructure serves two purposes in water conservation: water harvesting (and reduction of stormwater runoff quantity) and water-quality management. Presented below are several techniques that address both water harvesting and water-quality management to be used in the spirit of innovation and as a model for urban sustainability. Innovative solutions may have different maintenance regimes, and therefore should be considered carefully to ensure success.

Water Harvesting. Water harvesting has many significant benefits. The restoration of soil moisture through water-harvesting technologies and alternative paving materials recharges aquifers. Other positive effects include the support of trees, shrubs, and other vegetation that provide shade to pedestrians, habitat for small mammals, and oxygen to the atmosphere. Water can also be harvested with the use of cisterns (either above or below ground) and reused for irrigation purposes.

Detention basins are often a necessary component in landscape development. Creating natural landforms in detention basins allows them to blend into adjacent landscape areas. Detention basins with natural landforms and varying basin depth provide opportunity for vegetative diversity and increased habitat.

Water Quality. Detention basins can function to settle out sediments and other contaminants before stormwater is discharged to infiltration areas or the City's utility system.

Where existing soil conditions are appropriate, permeable and porous paving systems are recommended in parking lots or other paved pedestrian areas and installing them to allow stormwater infiltration into appropriately prepared subsoils. Permeable paving and water harvesting are two techniques that mitigate the effects of runoff from impervious surfaces and address the requirements of NPDES regulations.

Techniques to improve water quality include grassed swales, infiltration buffers, and permeable-paving technology.

A number of porous paving products are commercially available including:

- porous asphalt;
- porous concrete;
- plastic modular block pavements that allow stormwater to filter through voids in the plastic matrix (e.g., Grasspave, Gravelpave);
- concrete grid pavers.

Porous Paving Advantages

- Soil bacteria can break down some pollutants, reducing the amount of point-source pollution from traditional systems.
- Reduces site runoff, attenuates flood peaks, and increases groundwater input.
- Can be aesthetically more pleasing than conventional drainage channels.
- Pervious paving can reduce the need for large detention basins because the pavement acts as the detention area.
- Because snow melt will drain through the pore space, there is reduced ice build-up and reduced need for traditional ice-melt systems or salt application.

Porous Paving Disadvantages

- Can only support light traffic loads.
- Pavement clogging can reduce effectiveness.
- There is possible risk of ground-water contamination.
- It is only suitable for mildly sloped sites.

2.7 STORMWATER MANAGEMENT

INTENT

To improve water quality.

To reduce the quantity of stormwater runoff.

To capture water as close to where it falls as is practical.

To reuse water as close to the source as possible and in the best manner.

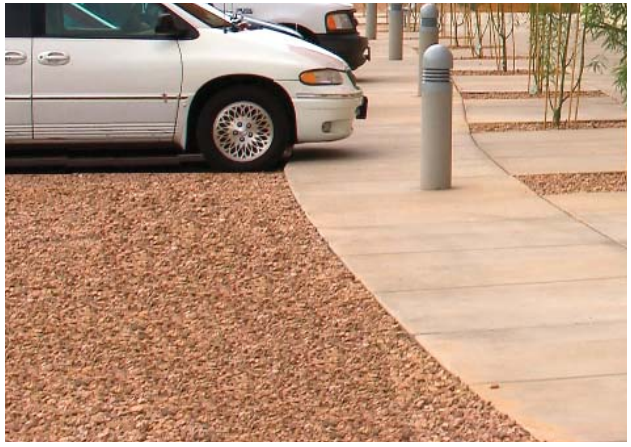
To avoid creating concentrated runoff and subsequent erosion and sediment transportation.

STANDARDS

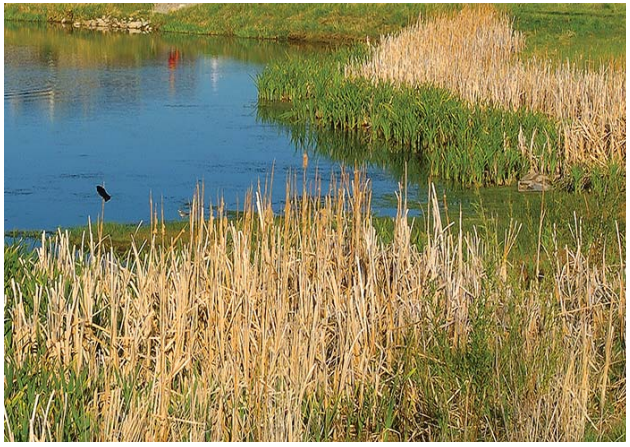
- Stormwater harvesting and infiltration areas shall be integrated with landscape features and planting areas rather than the sole usage of single-purpose detention basins.
- Detention ponds, where necessary, shall be planted with edge plantings to slow runoff and prevent geese and other urban waterfowl from impacting the landscape.

GUIDELINES

- Impervious surfaces should be limited to reduce the quantity and improve the water quality of stormwater runoff.
- Detention ponds, where necessary, should be planted with edge plantings to slow runoff and prevent geese and other urban waterfowl from impacting the landscape.
- Non-uniform slopes should be designed for detention ponds in order to mimic natural landscapes.
- Overflow structures should be integrated into non-uniform side slopes and screened with planting material. Overflow structures should not be placed in the middle of the detention pond.
- Landscaped islands and medians in parking lots should be utilized to collect and infiltrate stormwater runoff into bioswales.
- Large areas of impervious surfaces should be discontinuous in order to reduce runoff volume.
- Roof runoff can be collected and re-used for irrigation purposes.



With appropriate soils, the use of pervious paving materials in parking lots helps to reduce the amount of stormwater runoff.



Where necessary, detention ponds should have native grasses at the edge prevent geese and other urban waterfowl from overtaking the area.

Stone cobble and native grasses in bioswales help to slow and filter stormwater runoff.